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TO AMEMBASSY SEOUL

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E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: FOLLOW-UP ON KOREAN PURCHASING MISSION TO U.S.

REF: SEOUL 7327

1. MAIN PURPOSE OF FOLLOW-UP TO:

(A) ASCERTAIN TO EXTENT POSSIBLE ACTUAL RESULTS OF MISSION, PARTICULARLY HOW MUCH OF TOTAL SALES AND NEGOTIATIONS WERE INITIATED BY CONTACTS MADE DURING MISSION'S VISIT;

(B) WORK TO ENSURE THAT MAXIMUM SALES RESULT IN SHORT AND LONG TERM FROM CONTRACT NEGOTIATIONS UNDERWAY AND INTEREST GENERATED FOR FUTURE PURCHASES FROM U.S. SUPPLIERS;

(C) REVIEW PROBLEMS AND STRONG POINTS OF ORGANIZING AND CARRYING OUT OF KOREA MISSION WITH VIEW TO ESTABLISHING GUIDELINES FOR FUTURE SUCH MISSIONS FROM KOREA OR OTHER COUNTRIES.

2. ON COMMERCE SIDE FOLLOWING ACTIONS TAKEN:

(A) ALL COMMERCE DISTRICT OFFICE'S INVOLVED IN MISSION ACTIVITIES REQUESTED TO: (1) CONTACT AMERICAN FIRMS WHICH MET WITH MISSION MEMBERS TO ASCERTAIN RESULTS OF THEIR TALKS AND RECOMMEND
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ACTIONS WHICH SHOULD TAKEN IN U.S. OR SEOUL TO ASSIST POTENTIAL

U.S. SUPPLIERS;

(2) ENCOURAGE THESE FIRMS TO SUBMIT CATALOGS TO COMMERCIAL LIBRARY IN SEOUL;

(3) SUBMIT LISTS OF U.S. FIRMS CONTACTED FOR USE IN PROCURING FUTURE TRADE PROMOTION EVENTS IN KOREA;

(4) SEND COPIES OF ALL PRESS CLIPPINGS AND PHOTOS RELATED TO MISSION VISIT;

(5) PREPARE REPORTS ON MISSION ACTIVITIES INCLUDING RECOMMENDATIONS FOR IMPROVING ARRANGEMENTS FOR FUTURE SUCH MISSIONS. A COPY OF THE OFO OPERATIONS BULLETIN IB 74-74 REQUESTING THESE ACTIONS POUCHED.

(B) ARTICLE ON RESULTS OF "SELL TO KOREA" MISSION AND MANY OPPORTUNITIES TO EXPORT TO KOREA PREPARED FOR COMMERCE TODAY NOVEMBER 12, 1973 ISSUE. SO FAR 10 U.S. FIRMS REQUESTED ADDITIONAL INFORMATION AND CONTINUED GOOD RESPONSE EXPECTED.

(C) PREPARING FINAL REPORT ON MISSION FOR INTERNAL COMMERCE USE ON ALL ASPECTS OF MISSION PREPARATION AND ACTIVITIES WITH SUGGESTIONS FOR FUTURE MISSIONS.

(D) PREPARING MEMORANDUM TO SECRETARY DENT ON RESULTS OF MISSION WITH COMMENTS ON PROBLEMS WITH FINANCING, ETC. MENTIONED BY KOREANS AT L.A. WRAP-UP SESSION.

(E) MAINTAINING CONTACT WITH KOREAN EMBASSY WASHINGTON ON MISSION RESULTS.

3. IN ACCORDANCE WITH ABOVE, EMBASSY REQUESTED TO TAKE FOLLOWING ACTIONS:

(A) CONTINUE TO MAINTAIN CLOSE CONTACT WITH MISSION PARTICIPANTS AND MCI, OBTAINING, TO THE EXTENT POSSIBLE:

(1) INFORMATION ON CONTRACTS SIGNED AND UNDER NEGOTIATION IN ADDITION TO THAT PROVIDED COMMERCE AT L.A. WRAP-UP SESSION (COPY OF THAT REPORT POUCHED) SPECIFICS ON U.S. FIRMS INVOLVED, E.G., PRODUCTS, VALUE, WHICH CONTRACTS OR NEGOTIATIONS WERE ALREADY UNDERWAY BEFORE MISSION ARRIVED, WHICH WERE NEW TRANSACTIONS RESULTING SPECIFICALLY FROM MISSION;

(2) NUMBER AND NAMES (IF POSSIBLE) OF U.S. FIRMS KOREANS MET
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FOR FIRST TIME IN U.S. WITH ASSESSMENT OF LIKELIHOOD OF FUTURE BUSINESS BEING CONDUCTED WITH ANY OF THESE FIRMS;

(3) ASSESSMENT OF PROBLEMS KOREAN FIRMS SEE AS OBSTACLES TO SUCCESSFULLY CONCLUDING NEGOTIATIONS WITH U.S. FIRMS SUCH AS FINANCING, SHIPPING, LACK OF SUFFICIENT PRODUCT INFORMATION, WITH SUGGESTIONS FOR ACTION COMMERCE CAN TAKE TO ASSEST;

(4) COMMENTS AND OPINIONS FROM KOREAN PARTICIPANTS ON COMMERCE ORGANIZATIO AND CARRYING OUT OF MISSION WITH SUGGESTIONS FOR POSSIBLE

IMPROVEMENT. REPORT ANY INFORMATION OBTAINED TO COMMERCE.

(B) SUBMIT REPORT ON EMBASSY'S ROLE IN PLANNING MISSION INCLUDING ESTIMATE OF MANHOURS SPENT WITH DISCUSSIONS OF PROBLEMS ENCOUNTERED AND SUGGESTIONS FOR IMPROVING SUCH PLANNING IN FUTURE.

(C) SUBMIT GETSINGER'S REPORTS ON MEETINGS HE ATTENDED IN U.S. WITH VICE MINISTER SHIM AND HIS IMPRESSIONS OF MISSION ARRANGEMENTS.

(D) SEND COPIES OF ENGLISH-LANGUAGE KOREAN PRESS COVERAGE OF MISSION. COMMERCE RECEIVED NO KOREAN NEWSPAPERS IN 1973.

4. COPIES OF FINAL REPORT, MEMORANDUM TO SECRETARY, AND ANY INFORMATION OBTAINED FROM DISTRICT OFFICES IN THEIR FOLLOW-UP WILL BE FORWARDED AS SOON AS AVAILABLE.

5. INITIAL REACTIONS FROM U.S. FIRMS CONTACTED IN EACH CITY WERE FAVORABLE. FIRMS ENTHUSIASTIC ABOUT OPPORTUNITY TO MEET WITH KOREAN BUYERS AND A NUMBER FELT THAT MEETINGS WOULD RESULT IN FUTURE SALES. CRITICISMS HEARD MAINLY FROM DISTRICT OFFICES CONCERNING SUCH THINGS AS SHORT TIME AVAILABLE TO MAKE ARRANGEMENTS, LACK OF SPECIFIC PRODUCT INFORMATION AND PIECEMEAL MANNER IN WHICH INFORMATION RECEIVED, AND LACK OF TIME PROVIDED FOR VISITS TO EACH CITY IN VIEW OF LARGE NUMBER OF INTERESTED U.S. FIRMS. FULL DISCUSSION OF THESE COMMENTS WILL BE INCLUDED IN FINAL REPORT.

6. COMMERCE CONSIDERS INCREASED AWARENESS OF KOREAN MARKET OPPORTUNITIES INDICATED BY SUBSTANTIAL RISE IN NUMBER OF INQUIRIES ON KOREA AS ONE OF SUCCESSES OF MISSION.
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